

Riverdale Farm Stewardship Group
Minutes – April 20th 2016

Agenda	Discussion and Action Items
Welcome	<ul style="list-style-type: none"> • Introduced Goran Mitrevski to the group as Mark Hawkins' replacement • Reviewed minutes from last meeting
Treasurer Update	<ul style="list-style-type: none"> • With deposit of coins from collection boxes on Farm, Meridian account total = \$22,278 • February revenue via TPTF = \$904 – Trending towards ~\$1000/month
Governance and Operations	<ul style="list-style-type: none"> • Vision and Mission <ul style="list-style-type: none"> ○ External facilitator no longer available in our preferred timeframe ○ Will prepare document with proposed text based on existing materials and past work to be reviewed and revised as a group ○ Doodle to be sent out for special evening meeting for review and revision, with document to be circulated to aid in advance prep • Membership renewal <ul style="list-style-type: none"> ○ Mischa will be stepping down from RFSG due to other commitments. We recognize and thank Mischa for his great service over the past year! ○ Review membership plan ○ Goal is to streamline process and timeline of replacing members mid-term, and increasing staggering of full-term members to avoid losing institutional knowledge and momentum during term transitions
Welcome Centre	<ul style="list-style-type: none"> • Next step – City is re-visiting the scope and costs, before issuing RFP for expanded scope of work <ul style="list-style-type: none"> ○ City scope of work includes the animation of the space, with RFSG role to provide funding and input • PFR Partnerships Office <ul style="list-style-type: none"> ○ Meeting set up for May 11 to begin to frame funding asks to prospective major sponsors/donors to project—mapping out potential funders, info needed to build the case for support and best next steps

<p>Communications</p>	<ul style="list-style-type: none"> • Web development <ul style="list-style-type: none"> ○ Likely need another ~4 weeks on this project. • Facebook. <ul style="list-style-type: none"> ○ Anticipate details of plan at May meeting • Email account and list management <ul style="list-style-type: none"> ○ Will build Excel database. ○ Only emails in account are quite dated—no recent activity. ○ List of emails collected at Fall Festival. • Community relations <ul style="list-style-type: none"> ○ BIA is keen to support. Hopefully will lead to less conflict between initiatives (e.g. pancake breakfast) in the future.
<p>Programs</p>	<ul style="list-style-type: none"> • Photo Contest <ul style="list-style-type: none"> ○ May 8 – June 4, with winners announced June 13 ○ Objectives: high participation on social media (Facebook Likes & Shares), increase visitors to the farm, really good photos we would be proud to use in marketing, prizes (Picto & The Stout). ○ Develop communications plan for creating engagement on FB over course of contest. ○ Once poster ready to promote, RFSG members need to send to relevant contacts to spread word. • Spring Farm Event <ul style="list-style-type: none"> ○ Scheduled for May 28 ○ Will have sheep shearing, spinning and weaving, demos, etc. ○ RFSG would be very helpful in the barn to ensure visitors stay in the right areas (11:00-1:30) ○ Great opportunity for RFSG to create engagement and to bring in volunteers to help out. • Farm Tours <ul style="list-style-type: none"> ○ Focus on Farm event engagement.
<p>Fundraising</p>	<ul style="list-style-type: none"> • Direct mail appeal <ul style="list-style-type: none"> ○ Due to fact that we have limited access to donor data (can only mail to past 5 months' donors), we're pushing this to fall. Goal is to build out a multi-platform fundraising appeal for the fall. • Web sponsorship <ul style="list-style-type: none"> ○ Completing Meridian's Good Neighbour Program form. • Recent donation <ul style="list-style-type: none"> ○ Secured a \$500 gift from a local family, who reached out about re-directing annual giving to Farm for next 5 years. Arranged for private "behind the scenes" tour of Farm for the family as part of incentive to give.
<p>Wrap Up</p>	<p>Next meeting May 18, 2016</p>

Riverdale Farm Stewardship Group
Minutes – May 18^h 2016

Agenda	Discussion and Action Items
Welcome	<ul style="list-style-type: none"> • Reviewed April's meeting notes • Choosing to stray away from an external facilitator for our vision/mission • Possibly a new member
Treasurer Update	<ul style="list-style-type: none"> • As of the end of March, \$145,000 in the bank and foundation • \$17,000 uncommitted
Photo Contest Updates	<ul style="list-style-type: none"> • Placing posters in bathrooms and around Cabbagetown neighbourhood/vendors • Need to update the prizes on the Toronto website to encourage more people to participate • Share contest with local newsletters • Posting at Brickworks? • Could have a stand and posters at the Farmer's Market, have vendors hand out posters • Emailing people who signed up at the Fall festival • Show off "submissions" on Facebook page to encourage engagement • Share to student groups • Judges are confirmed, photos will just be judged on which ones they like <ul style="list-style-type: none"> ○ We are not allowed to have employees at meetings in external settings • Decided not to extend the photo contest • Photo judging is set for JUNE 8TH
Sheep Festival	<ul style="list-style-type: none"> • Need a few volunteers for various tasks • Can promote photo contest here, sign up emails, solicit donations and promote farm activities • Replicate RFSG activity from Fall Festival • Prize pack to give out to visitors? • Signage and stands will be useful • RFSG presence confirmed • Sheep festival created on the Riverdale Farm Facebook page

<p>Welcome Centre</p>	<ul style="list-style-type: none"> • Project has been re-scoped to \$1.2mil <ul style="list-style-type: none"> ○ We have \$700k->Need \$500k more from \$650k • Councillor supports the project but isn't ready to allocate funds • Partnership Foundation may be able to add funds • Decided we need to have drawings finished to show people what the project looks like and give them something tangible to look forward to and donate money to • Research for opportunities to re-allocate funds from other projects • We are committed to fundraising to support the project • Future Facebook posts, show them drawings • Hopefully we will have a website to promote the Welcome Centre drawings as well. • Recommendations <ul style="list-style-type: none"> ○ Website is strategic ○ Expand our community connections, build email lists ○ Create a farm promo video used at the farm and on digital platforms ○ Possible producer who is in between contracts <ul style="list-style-type: none"> ▪ Could pull together the video • Promotional panel, outside of the kitchen and put on whatever content we want to show <ul style="list-style-type: none"> ○ Can we updated, when we feel it is necessary ○ \$5000-\$7500 budget estimate, can be completed in the Summer in time for the Fall ○ RFSG handles ->video and design->\$5000 ○ Funds confirmed for >Frame, TV, Fabric->\$2500 ○ Outside of existing committed cash, we have \$17,000, do we want to commit funds to this? ○ Others will manage the process but RFSG will be involved ○ Great deal, but do we own the footage, will we be able to re-edit it and repurpose it for other activities. ○ Attending members at May meeting agree in going forward with this project
<p>Website and Communications</p>	<ul style="list-style-type: none"> • Meeting with photographer <ul style="list-style-type: none"> ○ Content for the site • Morning posts for Facebook page, use trending material to attract more engagement, possible connection with Raptors craze and the farm? • 2/3 posts a week on Facebook page to keep farm on people's minds
<p>Governance</p>	<ul style="list-style-type: none"> • Investigate which members are interested in committing to more than a two year term • Possible Meridian sponsorship in review for \$5000 • Fall festival fundraiser <ul style="list-style-type: none"> ○ TBA!
	<p>Next Meeting: June 15th, 6:30-8:30pm</p>